

Tools to Drive Change

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Why Intervene?

With the market economy as the base of our success, there are situations where intervention can produce improved outcomes relative to what the market place delivers on its own.

In its simplest terms, this involves:

- a. Define, communicate and encourage “good” behaviour
- b. Define, communicate and discourage “bad” behaviour



Why a Range of Approaches?

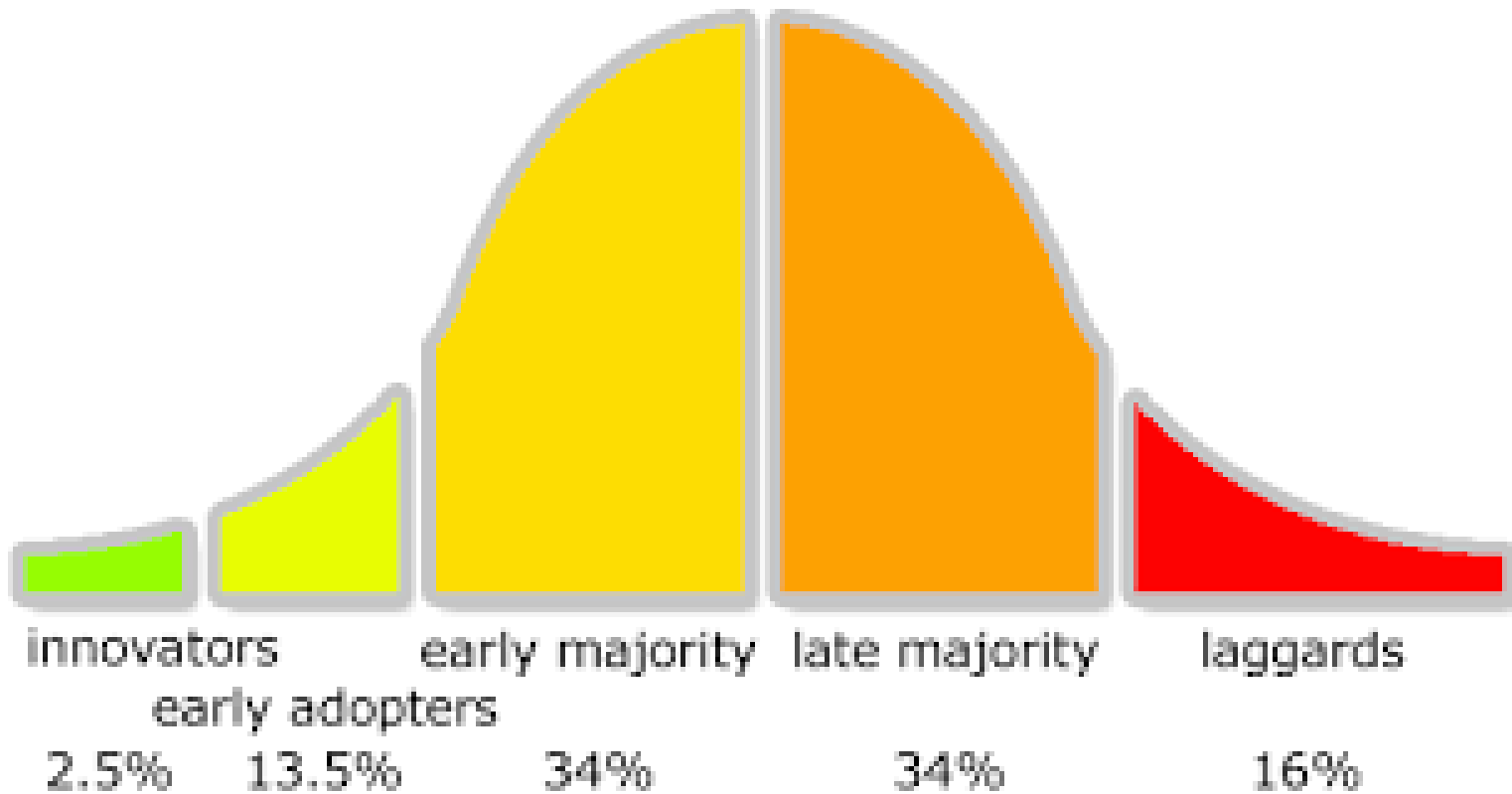
Marketers, social scientists and communication experts actively research how best to motivate change

– alignment with self-interest is very effective!

As change agents, knowing how people differ, which behaviour change tools work best when and what role you can play will help you to be as effective as possible.



Differences in Attitudes towards Change



Tools in the Tool Box

- Research /Analysis
- Communication/Awareness/Persuasion
- Training/Education
- Financial Incentives: Subsidies/Taxes
- Infrastructure Investment
- Cross Compliance/Eligibility Criteria
- Enhanced Regulatory Enforcement
- New Regulations/Laws